



August 3, 2020

City of Phoenix Board of Adjustment
Tricia Gomes, Zoning Administrator
Phoenix City Hall
200 West Washington Street
Phoenix, AZ 85003

Re: ZA-541-19-4, Hearing Date: Aug. 6, 2020

Dear Board of Adjustment Members:

The Willo Neighborhood Association (Willo) received a copy of the Appellants/Opponents' Arcadia-Osborn Neighborhood Association (AONA) and Urban Phoenix Project (UPP)'s submission of appeal in this case and we are disappointed to see how AONA and UPP had mischaracterized Willo's support of this project. We are submitting this letter in order to provide clarity and rebut AONA and UPP's misstatements.

In its brief on p.9, both in the first paragraph and the accompanying footnote, Appellants AONA and UPP make several statements that question Willo's motives and impugn our credibility and integrity. We want to assure the Board of Adjustment that Willo's support for this project was arrived at through careful and thorough consideration and after several public presentations and meetings. We hope you will consider the following in rebuttal to AONA and UPP's submission with regard to Willo's decision to support this project:

1. Our rationale for supporting this project is simple: **Presently, there are three 14' X 48' static billboards** on the northwest corner of Central Ave. and Thomas Rd. visible from our area that are **illuminated 24 hours a day**. If the Applicant's proposal is granted, **there will be only one 10.5' X 36' digital billboard** facing Willo that will be all but completely blocked from view by the building and parking garage at 2828 N. Central Ave. This digital billboard will be **extinguished from 11:00 p.m. to 5:00 a.m.** each evening. Thus, if this project goes through, we believe the net ambient glare in our area will be reduced.

2. In the footnote on p. 9, Appellants AONA and UPP question Willo's credibility and state that our support of this project is inconsistent with the position we have taken in seeking to mitigate LED sign brightness in our area over the past few years, but there is nothing inconsistent in our stance. AONA and UPP are **improperly conflating LED wall and ground signs with a digital billboard**. This is an "apples to oranges" comparison. The potential lighting impact of digital billboards is mitigated by the fact that most ads are largely in color, which does not have the same impact as brilliant white LED signage. Thus, there is nothing inconsistent in Willo's opposition to bright, white LED commercial wall signage (which is generally kept on all night) and our support of this

project. Another important difference is that - unlike LED commercial wall and ground signs - the **brightness levels of digital billboards are prescribed by Arizona State law** and the City of Phoenix Zoning Ordinance. **This is the first digital billboard application we have had in our area** and Willo performed due diligence in researching and carefully weighing all the evidence before coming to the decision to support it, as we do in all zoning cases affecting our area.

3. Lastly, it is disappointing and disheartening that Appellants AONA and UPP, apparently seeking a win at all costs, chose to impugn the integrity of the Willo Neighborhood by insinuating that billboard advertising for the Willo Home Tour somehow underlies the "reason behind Willo's support for CCO's proposal." As one of the oldest, largest, most diligent and successful registered neighborhood associations in the City of Phoenix, it is outrageous for AONA and UPP to suggest that Willo would jeopardize our residents' living environment or harm the community at large in exchange for billboard advertising. By way of background, Willo has engaged in billboard advertising for our (30-plus-year-old) home tour in the past, as have many of our neighboring historic districts. The Willo Home Tour also accepts donations and corporate sponsorships as deemed appropriate after full and open discussion in public meetings. This is nothing new, and the same careful consideration and public discussion always applies.

As the largest (1,000 homes) and the closest neighborhood to this project, we hope the Board of Adjustment will give due consideration to our support of this project, based on the letter previously submitted and the clarifying information provided above.

As a matter of policy, Willo does not seek to intervene in zoning decisions that do not directly affect our neighborhood. Apparently, AONA (which is located approximately 6 miles from the intersection in question) and UPP feel differently. We do not dispute their right to be heard in this case, but it is unfortunate that, instead of acknowledging that reasonable minds can differ as to the net benefits of a particular project, they felt it necessary to impugn the reputation and integrity of Willo and, by extension, our wonderful neighbors and hard-working volunteers.

Thank you for your consideration.

Respectfully,



Dr. Robert Cannon, President
Willo Neighborhood Association

cc: Laura Pastor, Councilwoman, District 4
Alan Stephenson, Planning and Development Director
Ed Zuercher, City Manager
Inger Erickson, Assistant City Manager